
USING THE INTERACTIVE CUSTOMER EVALUATION (ICE) SYSTEM IN INSTALLATION MANAGEMENT



INTERACTIVE CUSTOMER EVALUATION

- **What is ICE:**

- ➔ **A DoD on-line Interactive Customer Evaluation System**

- **Purpose:**

- ➔ **To improve internal customer service both at the local level and throughout DoD**

- **Who Can Participate:**

- ➔ **Anyone with a great suggestion**



- ➔ **Anyone who wants to comment on a service they received**

INTERACTIVE CUSTOMER EVALUATION

● BENEFITS:

→ Improves the speed, quality and quantity of feedback from customers to service providers.

→ Saves money



OSD/QMO COMMITMENT

- **OSD/QMO:**

- Centrally manages, maintains, and upgrades the ICE System
- Engages DISA to host the central servers
- Bears cost of central System



MCB, CAMP LEJEUNE

COMMITMENT

- **Established an ICE Site Manager to promote use of the ICE System & act as liaison to Senior Leaders.**
- **Established an ICE Site Administrator to load initial service provider/chain of command data and maintain and update that data.**



MCB, CAMP LEJEUNE COMMITMENT (CONT'D)

- **Camp Lejeune has been participating in ICE for 1 ½ years.**
- **We are currently one of the top 3 DoD Bases in receiving customer feedback responses.**



MEASURING CUSTOMER SERVICE

- **We are using the ICE data to score the key customer satisfaction metric in the Customer perspective of our Corporate Balanced Scorecard.**
- **ICE scores are also posted to Department and Division level scorecards.**



EXAMPLES OF PROCESS IMPROVEMENTS ATTRIBUTED TO ICE



PROCESS IMPROVEMENTS DUE TO ICE

- **Dramatic Improvement in Customer Service at ID Card Center**
- **Extensive Feedback from Messhall Patrons is provided to Food Service Contractor**
- **Improved Support for PCS Move**
- **Support for Range Management**
- **Improvements in MCCS Program**
- **Input to Customer Perspective of BSC**



FEEDBACK AND FOLLOW-UP LOOP

- **Base has a Command Policy - Customer receives response within 24 hours**
- **ICE has follow-up module built in - Department Heads can monitor follow-up information which is maintained by Managers**



EMPLOYEE SURVEY CAPABILITY IN ICE

- **ICE has an employee survey capability**
- **Scores can be aligned to work group/organization component**
- **Posted in Growth & Learning perspective of BSC**
- **Targeted work group training will address issues identified by the survey**
- **Administer annually to track and manage progress**



KEY TO EFFECTIVELY USING ICE AS A MANAGEMENT INFORMATION TOOL

- **The Command must generate enough hits for statistical validity**
- **ICE is on a 90-day cycle, so after a response is 90 days old, it drops out of the system. This allows time to “fix” process problems; however, requires a continuing effort to generate new customer feedback**



ICE PUBLICITY

- **INITIAL KICK-OFF:**

- **Memo from Commanding General**
- **E-Mail from Commanding General**
- **Added ICE hyperlink to Base Home Page**
- **Published Article for GLOBE (Base Newspaper)**



ICE PUBLICITY (Cont'd)

- **QUARTERLY:**

- ➔ **Advertise action taken/changes made based on ICE comments in Globe (Base Newspaper)**

- **PERIODIC:**

- ➔ **Reminder email from Commanding General or Site Manager encouraging customers to use ICE**

- ➔ **Email from Commanding General encouraging managers to use ICE data to make decisions**



ICE PUBLICITY (Cont'd)

● ON-GOING:

- ➔ Posters/Flyers
- ➔ Business Cards
- ➔ Weekly Web Blast
- ➔ Links from Site Home Page
- ➔ Links on Service Provider emails
- ➔ 34 Stand-alone Computers with ICE access



SUSTAINING ICE

- **Publish Command Policy**
- **Continually inform/update all Base Managers as new ICE information/options are introduced**
- **Designate trained “Assistant Site Administrators” in larger Departments**
- **Encourage all Dept Heads and Managers to publicize ICE to their customers**
- **Post ICE feedback in the Balanced Scorecard to show the impact customer feedback can have on the overall mission of the Command**



INTERACTIVE CUSTOMER EVALUATION

ICE SITE

[HTTP://ICE.DISA.MIL](http://ice.disa.mil)



GSA SUPPLY SUPPORT INITIATIVE



THE USMC - GSA PARTNERSHIP

“Partner with outside agencies to leverage efforts and resources to support the development of common logistics requirements and capabilities.”

USMC Logistics Campaign Plan - 2002



THE FIRST CHOICE SUPPLIES & SERVICES CENTER

- **Camp Lejeune - GSA Partnership commences in Apr 03**
- **GSA owns & manages both GSA - owned and vendor - owned inventory**
- **Base continues to own & operate the store and provide store personnel**



THE FIRST CHOICE SUPPLIES & SERVICE CENTER - Cont'd

- **GSA owns the inventory until it is sold**
- **GSA provides automated PoS system with all hardware/software and interface to SABRS**
- **GSA provides all management reports**
- **GSA accepts Government issued purchase cards or Interfund billing**



THE BENEFITS

- **Reduction in Inventory Ownership Cost (- \$12M in NWCF)**
- **Stabilized Inventory - Full Shelves Year Round**
- **Increased Product Availability**
- **50% Increase in Sales**
- **Reduced Prices Overall**
- **Free IT Support**
- **Reduced Acquisition Overhead Cost (0% markup)**



FIRST CHOICE FURNITURE STORE

The following contract partner's are the initial vendors that have been selected by Camp Lejeune to participate in this new venture:



LOEWENSTEIN



THE BENEFITS

Marine Corp benefits at the Furniture Store:

- **Provides for leveraged buying power through volume purchasing**
- **Provides single payments method - GSA through Interfund billing**
- **Negotiated further discounts from FSS schedule prices**
- **Standardization of office furniture**
- **Reduces inventory holding costs while maintaining readily available stock**



PARTNERSHIP ROAD AHEAD

- **Super Hardware Store**
- **MEO Solution**
- **GSA will be the integrator**
- **The product on the shelf will be owned by GSA**
- **The product for rapid delivery will be provided through GSA schedule contract**
- **The billing will include a feed to SABERS & other systems**
- **The staff will be contacted for by GSA**
- **Implementation will be this summer**



PARTNERSHIP ROAD AHEAD

- **GSA also supporting a test of the consolidation of the SMU & DSSC - Part of LM effort**
- **Train as you fight with end-to-end distribution and total demand visibility**
- **Tank Bn & AAV Bn in the test**
- **SMU will place orders vice unit reps shopping at the First Choice (DSSC) store**
- **TSB will deliver both SMU and DSSC store items to using unit just as in a deployed environment**



PERFORMANCE METRICS TO MEASURE PROGRAM

- **Following metrics are on the Balanced Scorecard**
 - ➔ **Reduction in dollar value of USMC-owned inventory**
 - ➔ **Percent of inventory that is USMC owned**
 - ➔ **NIS rate for Main Store and Hardware Store**
 - ➔ **PALT for 1-3 day delivery items in Hardware Store**
 - ➔ **Percent of Shrinkage**



WHAT GSA WILL DO FOR USMC BASES

- **GSA is the expert in the supply field**
- **Will visit and consult to develop a customized solution**
- **Provide all IT support - Free**
- **Will recommend non - GSA solution if best for the Base**
- **Provide volume supply support at 0% mark-up**
- **Advise on best supply practices from DoD bases world-wide**

